**Orders** Order / Rev: 166425 Alt Order #: 06324017 Product Desc: OBAMA 4 PRES: SKED C Estimate: 1812 WDJT-TV-LP Flight Dates: 09/20/12 - 09/26/12 Primary AE: Matthew Norten Original Date / Rev: 09/21/12 / 09/21/12 Sales Office: **HDC** Order Type: **GENERAL** Sales Region: NAT Agency Name: **GMMB Greer Margolis Mitchell Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Poli/Obama for President Demographic: A35+ New Business Thru: **Product Codes:** PL Candidate Order Separation: 00:15:00 Priority: LUR Advertiser External ID: Revenue Codes: AGY, POL, CAND Agency External ID: **Bill Plan** 

08/

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/26/12	48	\$10,000.00	\$8,500.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	48	\$10,000.00	\$8,500.00	0.00
Totals	48	\$10,000.00	\$8 500 00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$10,000.00
Market	100%	\$58,823.53
Competitive Share	Share	Total

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$588.24
WCGV	0%	\$0.00
WISN	27%	\$15,882.35
WITI	31%	\$18,235.29
WMLW-	2%	\$1,176.47
WPXE	0%	\$0.00
WTMJ	22%	\$12,941.18
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WDJT	09/20/12	09/21/12	Let's Make a Dea Let's Make a Dea		858a-10a	TF <b></b>	:30	2	\$85.00 LUR			\$1,310.00
Week: 09/ Spot Ch 2 WDJT See	17/12 Date Ran 09/17/12- MG 1.3,	-09/23/12 Le	Weekdays TF escription at's Make a Deal 98 1.7,1.8,1.9,1.10,1.1	3-10a 858a	<u>Rate</u> \$85.00 <u>/End Time</u> -10a	_	<u>Veekdays</u> ThF	<u>Leng</u> r - :3		<u>Rtg Type</u> 0.00 <i>NM</i>		

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WDJT-TV-LP

Order / Rev: Alt Order #:

Flight Dates:

166425

06324017

09/20/12 - 09/26/12

Advertiser:

Estimate:

Poli/Obama for President

Product Desc:

OBAMA 4 PRES: SKED C

1812

Ln Ch Start Inventory Code End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount WDJT 09/20/12 09/21/12 Let's Make a Deal 9a-106M 858a-10a ---TF--\$85.00LUR 0.00 NM :30 \$1,310.00 Let's Make a Deal 9a-10a Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---TF--2 \$85.00 0.00 Ch Date Range **Description** Start/End Time Weekdays Length Rate Rtg Type 3 WDJT 09/24/12-09/26/12 Jeopardy 6p-630p M-F 6p-630p MTW----\$700.00 0.00 NM :30 MG for 3.1,16.2,18.2,1,2 4 WDJT 09/24/12-09/26/12 3p-4p (eff 9/10/13) 3p-4p MTW----:30 \$50.00 0.00 NM **MG** for 3.1,16.2,18.2,1.2 5 WDJT 09/24/12-09/26/12 3p-4p (eff 9/10/13) 3p-4p MTW----:30 \$50.00 0.00 NM (f) MG for 3.1,16.2,18.2,1.2 6 WDJT 09/24/12-09/26/12 3p-4p (eff 9/10/13) 3p-4p MTW-----:30 \$50.00 0.00 NM MG for 3.1,16.2,18.2,1.2 7 WDJT 09/24/12-09/26/12 Dr. Phil 4p-5p 4p-5p MTW-----:30 \$100.00 0.00 NM (H) MG for 3.1,16.2,18.2,1.2 8 WDJT 09/24/12-09/26/12 Dr. Phil 4p-5p 4p-5p MTW-----\$100.00 0.00 NM :30 MG for 3.1,16.2,18.2.1.2 9 WDJT 09/24/12-09/26/12 Dr. Phil 4p-5p 4p-5p MTW-----:30 \$100.00 0.00 NM MG for 3.1,16.2,18.2,1.2 10 WDJT 09/24/12-09/26/12 Late Late 1135p-1235a 1135p-1235a MTW-----:30 \$25.00 0.00 NM MG for 3.1,16.2,18.2,1.2 11 WDJT 09/24/12-09/26/12 Late Late 1135p-1235a 1135p-1235a MTW------:30 \$25.00 0.00 NM **MG** for 3.1,16.2,18.2,1,2 12 WDJT 09/24/12-09/26/12 Late Late 1135p-1235a 1135p-1235a MTW-----:30 \$25.00 0.00 NM MG for 3.1,16.2,18.2,1.2 2 WDJT 09/24/12 09/26/12 Let's Make a Deal 9a-106M 858a-10a MTW----:30 \$100.00 LUR 0.00 NM 2 \$200.00 Let's Make a Deal 9a-10a Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 MTW----\$100.00 0.00 N 3 WDJT 09/20/12 09/21/12 Price Is Right 10a-11a 10a - 11a ---TF--:30 \$130.00 LUR 0.00 NM 0 \$0.00 Price is Right 10a-11a Weekdays Start Date End Date Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---TF--\$130.00 0.00<u>Spot</u> Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate Rtg Type 1 WDJT 09/17/12-09/23/12 Price Is Right 10a-11a 10a - 11a --<del>-</del>ThF----:30 (\$130.00) 0.00 NM See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12 [sold out at LUR rate kj] 4 WDJT 09/24/12 09/26/12 Price Is Right 10a-11a CM 10a - 11a MTW----:30 \$150.00LUR 0.00 NM 2 \$300.00 Price is Right 10a-11a Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 MTW----\$150.00 0.00WDJT 09/20/12 09/21/12 Y&R 11a-12p CM 11a - 12p ---TF--:30 \$135.00 LUR 0.00 NM 2 \$270.00 The Young & the Restless 11a-Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 09/17/12 09/23/12 ---TF--\$135.00 0.00 6 WDJT 09/24/12 09/26/12 Y&R 11a-12p CM 11a - 12p MTW----:30 \$165.00 LUR 0.00 NM 2 \$330.00 The Young & the Restless 11a-Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 MTW---09/30/12 \$165.00 0.00 WDJT 09/20/12 09/21/12 News at Noon CM 12p-1230p ---TE--:30 2 \$50.00 LUR 0.00 NM 2 \$100.00 News at Noon End Date Start Date <u>Weekdays</u> Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---TF--\$50.00 0.00 WDJT 09/24/12 09/26/12 News at Noon CM 12p-1230p MTW----:30 \$50.00 LUR 0.00 NM 2 \$100.00 News at Noon Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 MTW----\$50.00 0.00 WDJT 09/20/12 09/21/12 CM 1230p-2p ---TF**--**:30 \$90.00 LUR 0.00 NM \$90.00

Order / Rev:

166425

Advertiser:

Poli/Obama for President

Alt Order #: Flight Dates:

06324017 09/20/12 - 09/26/12

Product Desc:

OBAMA 4 PRES: SKED C

Estimate: 1812

RES: SKED C WDJT-TV-LP

Ln Ch	Start	End	Inventory Co	de Bi	eak Start/	Tult B						
			CBS Block 123	30p-2p	eak Start/	End Time Day	ys Len	Spots	Rate F	ri Rtg Type	Spot	s Amount
	rt Date	End Date	CBS Block 12: Weekdays	30p-2p <u>Spots/M</u>	leek Da	ito Datin-						
Week: 09/		09/23/12	TF		<u>/eek Ra</u> 1 \$90.						1	
			CBS Block 123 CBS Block 123	30p-2p CN 30p-2p	1230p-2	2р мтw	:30	2	\$90.00L	JR 0.00 NM		2 \$180.00
Week: 09/2		End Date 09/30/12	MTW	Spots/W	2 \$90.0							
11 WDJT			Doctors 2p-3p	CM	• 1-	-=-	ΓF :30	2	\$50.00LL	JR 0.00 NM	2	\$100.00
Week: 09/1		End Date 09/23/12	<u>Weekdays</u> TF	Spots/We	<u>eek</u> <u>Rat</u> 2 \$50.0							
		2 09/26/12	Doctor 2p-3p Doctors 2p-3p	CM	2р-3р	MTW-	:30	2	\$50.00LU	R 0.00 NM	2	\$100.00
Week: 09/2		End Date 09/30/12	Weekdays MTW	Spots/We	<u>eek Rat</u> 2 \$50.0							
13 WDJT	09/20/12	2 09/21/12	3p-4p (eff 9/10/1 Jeff Probst	3) CM	3р-4р	T	F :30	1	\$50.00LU	R 0.00 NM	1	\$50.00
Week: 09/17	7/12	End Date 09/23/12	Weekdays TF	Spots/We	<u>ek Rate</u> 1 \$50.00							
14 WDJT (	09/24/12	9 09/26/12	3p-4p (eff 9/10/1 Jeff Probst	3) CM	3p-4p	MTW-	:30	2	\$50.00 LUI	₹ 0.00 NM	2	\$100.00
<u>Start</u> Week: 09/24	1/12	End Date 09/30/12	Weekdays MTW	Spots/We	<u>9k Rate</u> 2 \$50.00							
15 WDJT 0	)9/24/12	09/26/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	СМ	4p-5p	MTW	:30	3	\$100.00 LUF	NM 00.0	3	\$300.00
<u>Start I</u> Week: 09/24	<u>/1</u> 2 (	End <u>Date</u> 09/30/12	Weekdays MTW	Spots/Wee	<u>Rate</u> 3 \$100.00	Rating 0.00						
N 16 WDJT 0	9/20/12		Jeopardy 6p-630p 6p-630p/Jeopard	CM	M-F 6p-63		: :30	2	\$400.00P-2	0.00 NM	1	\$400.00
<u>Start I</u> Week: 09/17/		End Date 09/23/12	Weekdays	Spots/Wee	<u>k Rate</u> 2 \$400.00	Rating						
Spot Ch Da	ate Rang	<u>De</u>	scription	Sta	art/End Time	0.00	Weekdays	Leng	ıth Rate	Rtg Type		
See M	// //12-0 // 1.3,1. out at P-2	4, 1.5, 1.6, 1.	opardy 6p-630p 7,1.8,1.9,1.10,1.1	M- 11,1.12	F 6p-630p		- <b>-</b> -ThF		30 <del>(\$400.00)</del>			
17 WDJT 09			eopardy 6p-630p	CM	M-F 6p-630	n umu			<del></del>			
Start D		6	3p-630p/Jeopardy	,			:30	2	\$275.00 LUR	0.00 NM	2	\$550.00
Week: 09/24/	12 09	9/30/12	MTW	Spots/Weel	\$275.00	Rating 0.00						
N 18 WDJT 09		6	Wheel of Fortune 6 30p-7p/Wheel	630p-7 <b>4</b> M	M-F 630p-7	pTF-	- :30	2	\$500.00P-2	0.00 NM	1	\$500.00
Start D: Week: 09/17/1	12 09	9/23/12	<u>Weekdays</u> TF	<u>Spots/Week</u> 2		Rating 0.00						
Spot Ch Dat	te Range 17/12-09	<u>Desemble 2007</u>	<u>cription</u> sel of Fortune 630	Star	t/End Time	00	<u>Weekdays</u>	Lengt	h <u>Rate</u> !	Rtg Type		
See MO	3 1.3,1.4 ut at P-2	1, 1. <mark>5</mark> , 1. 6, 1. 7	7,1.8,1.9,1.10,1.1	1,1.12	630p-7p		ThF	- :3	0 <del>(\$500.00)</del>	0.00 NM		
		9/26/12 W	heel of Fortune 6	30р- <b>7</b> ДМ	M-F 630p-7	o MTW	- :30	2	\$325.00 LUR	0.00 NM	2	\$650.00
Start Da Week: 09/24/1		d Date		Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
20 WDJT 09/2	22/12 0		at 6p-7p Jep/Whe	el CM	Sat 6-7p	1	- :30	1 \$	3200.00P-2	0.00 NM	1	\$200.00
<u>Start Da</u> Week: 09/17/12		<u>d Date</u> <u>V</u>		Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
21 WDJT 09/2	24/12 09		o 8p - 9p Broke Girls/Mike a	СМ	Mo 8p - 9p	1	:30	1 \$3,	000.00P-2	0.00 NM	1	\$3,000.00
Start Dat	te <u>Enc</u>			pots/Week	Rate	Rating						

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Order / Rev:

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Advertiser:

Poli/Obama for President

Alt Order #:

06324017

Product Desc:

OBAMA 4 PRES: SKED C

WDJT-TV-LP

Flight Dates:

09/20/12 - 09/26/12

Estimate:

1812

	art End 24/12 09/24/12	Inventory Cod			Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
21 44501 03/	L-1/12 US/24/12	2 Mo 8p - 9p 2 Broke Girls/M	CM Tike &Molly	Mo 8p - 9p	1	:30	1	\$3,000.00P-2	0.00 NM	1	\$3,000.00
Start Da Week: 09/24/12	09/30/12	<u>Weekdays</u> 1	Spots/Week	Rate \$3,000.00	Rating 0.00						
22 WDJT 09/2		Su 8p - 9p The Good Wife	СМ	8p-9p	1	:30	1	\$1,000.00P-2	0.00 NM	1	\$1,000.00
Start Dai Week: 09/17/12	09/23/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
	2/12 09/22/12	Sat 1035p-1135p The Closer	CM	1035p-1135p	1-	:30	1	\$70.00LUR	0.00 NM	1	\$70.00
<u>Start Dat</u> Week: 09/17/12	09/23/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$70.00	Rating 0.00				l		
24 WDJT 09/2	2/12 09/22/12	Sat 1135p-1235a The Closer	СМ	1135p-1235x		:30	1	\$50.00LUR	0.00 NM	1	\$50.00
Start Date Week: 09/17/12	09/23/12	Weekdays	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
25 WDJT 09/2: CAn be in eith		Insider Wknd 110 Insider Wknd 110		1105p-1135p		:30	1	\$50.00LUR	0.00 NM	1	\$50.00
<u>Start Date</u> Week: 09/17/12		Weekdays	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00				9		
								T,	otals	48	\$10,000.00